

# Profiles of Success



## Customer Case Study: iMIX

**Listening to customer requests and refining existing equipment to maximize store space and flavor offerings is one of the many reasons why BUNN is a partner of choice. Read how BUNN helped a customer make the most of its equipment with engineering thought leadership.**

### The Client Issue

A national convenience store chain was using the BUNN iMIX 3 for its hot dispensed beverage needs in all of its stores. Hoping to capitalize on the machine's popularity with both customers and operators, the chain wanted to add additional models in each of its stores. Upon inspecting the iMIX 3, the chain found that it was losing three-to-four inches of shelf space due to the front door opening from the right side of the machine. With limited available space, the room needed to open the iMIX 3 for reloading product and routine maintenance, prevented the further addition of equipment.



### Proposed Solution

The BUNN sales team relayed the chain's dilemma to the engineering team and it went to work. Keeping the easy operation, both internally and externally, of the iMIX 3 was a must but somehow the needed shelf space had to be reclaimed. After analysis, BUNN proposed moving the door hinges from the right side of the equipment to the top. This would keep the equipment's customer-pleasing features and easy maintenance in place, it would simply be opened from a different angle.

### Solution Evaluation

The chain excitedly accepted the modification to the iMIX 3 and immediately ordered a series of machines to be placed in select locations to gauge customer and operator satisfaction. Upon seeing the modified equipment in action, the chain was thrilled with the updated space saving design. It was now able to place equipment side-by-side due to the top-opening doors. With this space saving design, one additional iMIX 3 was able to be placed on shelves which meant three additional flavors of hot dispensed beverages per store could be added to the customer menu.

### Final Results

The chain was so pleased with the updated design and ability to offer more menu items, it removed all existing iMIX 3 models that opened from the side and replaced them with four top-opening models in each of its 700 stores nation-wide.

To find out how BUNN can provide solutions to your hot dispensed beverage needs, visit [www.bunn.com](http://www.bunn.com) or to speak directly with someone about questions or inquiries contact your local sales representative or call 800-637-8606.